

**A STUDY OF WORKFORCE DEMOGRAPHICS  
AND JOB SATISFACTION**

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**MASTER OF HUMAN RESOURCE MANAGEMENT  
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**By  
LOH HUI SZU**

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## **ABSTRAK**

Kajian ini mengkaji perhubungan demografi pekerja dengan kepuasan pekerjaan di Resorts World Bhd, Wisma Genting, Kuala Lumpur. Tujuan utama kajian ini adalah untuk mengkaji kepuasan pekerjaan yang dipengaruhi oleh factor *demographics* seperti umur, jantina, pangkat, tahap pendidikan and pendapatan.

Data kajian ini adalah diperolehi daripada 60 pekerja di Resorts World Bhd, Wisma Genting, Kuala Lumpur. Kaedah soal-selidik telah digunakan di dalam kajian ini.

Di akhir kajian ini, keputusan yang signifikan telah diperolehi bagi membantu pihak majikan memahami perhubungan di antara kepuasan pekerjaan dengan factor-faktor *demographics* and membantu dalam process pengambilan pekerja.

## **ABSTRACT**

This study examines the relationships between workforce demographics and employees' job satisfaction at Resorts World Bhd in Wisma Genting, Kuala Lumpur. This main purpose of this research was to see the demographics factors influence an individual's job satisfaction such as age, gender, occupation level, education level and income.

This study was done over 60 respondents which consisting the employees at Resorts World Bhd at Wisma Genting, Kuala Lumpur. Survey method using questionnaire was used to obtain data from respondents.

The results show that there is significant relationship between the workforce demographics and employee's job satisfaction. This research should help the employer understand the relationship between job satisfactions has with the workforce demographics and helps in recruitment.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

Is job satisfaction important? Initially, this question may seem to have an obvious answer. After all, it seems eminently logical that a happy employee is a “better” employee, which is often defined as a “more productive” employee.

Employees are important for organizational success and competitiveness. For almost one hundred years, employees’ job satisfaction has been targeted by researcher. No matter in what industry, job satisfaction is an important component of employees’ lives that can impact on productivity and performance, quality, retention and turnover, commitment to the organization.

The origin of these studies dates back to at least 1911, when Taylor began to study employees and their job duties to develop better ways to train workers. Seven years later, the interest in job satisfaction had clearly arrived when Edward Thorndike examined the link between work and satisfaction in the Journal of Applied Psychology in 1918. Some experts in the field suggest that the study of job satisfaction can be traced back almost 200 years, when the industrial revolution had begun to blossom in the United States.

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